

| | | | |
|-----------------------------------|---------------------------------------|--|-------------|
| Notice of References Cited | Application/Control No. 09/474,631 | Applicant(s)/Patent Under Reexamination SAMRA ET AL. | |
| | Examiner Beth Van Doren | Art Unit 3623 | Page 1 of 2 |

U.S. PATENT DOCUMENTS

| * | | Document Number Country Code-Number-Kind Code | Date MM-YYYY | Name | Classification |
|---|---|--|-----------------|--------------------|----------------|
| | A | US-5,974,396 | 10-1999 | Anderson et al. | 705/10 |
| | B | US-6,321,206 | 11-2001 | Honarvar, Laurence | 705/7 |
| | C | US-6,334,110 | 12-2001 | Walter et al. | 705/14 |
| | D | US-6,061,658 | 05-2000 | Chou et al. | 705/10 |
| | E | US-6,839,682 | 01-2005 | Blume et al. | 705/10 |
| | F | US-2003/0097292 | 05-2003 | CHEN et al. | 705/10 |
| | G | US- | | | |
| | H | US- | | | |
| | I | US- | | | |
| | J | US- | | | |
| | K | US- | | | |
| | L | US- | | | |
| | M | US- | | | |

FOREIGN PATENT DOCUMENTS

| * | | Document Number Country Code-Number-Kind Code | Date MM-YYYY | Country | Name | Classification |
|---|---|--|-----------------|---------|------------------|----------------|
| | N | WO 97/15023 | 04-1997 | WIPO | Melchione et al. | G06K |
| | O | WO 99/22328 | 05-1999 | WIPO | Jones et al. | G06F 17/60 |
| | P | | | | | |
| | Q | | | | | |
| | R | | | | | |
| | S | | | | | |
| | T | | | | | |

NON-PATENT DOCUMENTS

| * | | Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages) |
|---|---|---|
| | U | Jackson, Rob, et al., "Strategic Database Marketing", NTC Business Books, 1996, pages 26-31, 38-45, 86-87, 118-123, 130-135, 158-165, 172-185. |
| | V | Morrison, Jeffrey, "Target Marketing with Logit Regression", The Journal of Business Forecasting Methods & Systems, 1996, vol. 14, issue 4, 5 pages, retrieved from: Proquest Direct. |
| | W | Bort, Julie, "Data Mining's Midas Touch", InfoWorld, 04/29/1996, Vol. 18, Issue 18, 4 pages, retrieved from: Proquest Direct. |
| | X | "Database Marketing: Improving Service and Profitability", American Banker, 09/15/1998, Vol. 163, Iss. 176, 2 pages, retrieved from: Proquest Direct. |

*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.

| | | | |
|-----------------------------------|---------------------------------------|--|-------------|
| Notice of References Cited | Application/Control No. 09/474,631 | Applicant(s)/Patent Under Reexamination SAMRA ET AL. | |
| | Examiner Beth Van Doren | Art Unit 3623 | Page 2 of 2 |

U.S. PATENT DOCUMENTS

| * | | Document Number Country Code-Number-Kind Code | Date MM-YYYY | Name | Classification |
|---|---|--|-----------------|------|----------------|
| | A | US- | | | |
| | B | US- | | | |
| | C | US- | | | |
| | D | US- | | | |
| | E | US- | | | |
| | F | US- | | | |
| | G | US- | | | |
| | H | US- | | | |
| | I | US- | | | |
| | J | US- | | | |
| | K | US- | | | |
| | L | US- | | | |
| | M | US- | | | |

FOREIGN PATENT DOCUMENTS

| * | | Document Number Country Code-Number-Kind Code | Date MM-YYYY | Country | Name | Classification |
|---|---|--|-----------------|---------|------|----------------|
| | N | | | | | |
| | O | | | | | |
| | P | | | | | |
| | Q | | | | | |
| | R | | | | | |
| | S | | | | | |
| | T | | | | | |

NON-PATENT DOCUMENTS

| * | | Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages) |
|---|---|--|
| | U | Saarenvirta, Gary, "Data mining to improve profitability", CMA, 03/1998, Vol. 72, Issue 2, 7 pages, retrieved from: Proquest Direct. |
| | V | |
| | W | |
| | X | |

*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.